

# Q-Step Summer Project 2017: YouGov

**Ref:** #5 UoMQStep 2017 YouGov Reputation

**Team/Department:** Reputation

**Address:** 50 Featherstone Street, London, EC1Y 8RT

**Provisional Title for Project:** "Global Reputation Tracking Study"

**100 word abstract of what the project would probably undertake, and any data to be used:**

YouGov's Reputation Research team requires support for a global reputation study it runs for a leading UK bank.

The project generates a large amount of quantitative data collected from senior stakeholders in the worlds of politics, media, business and NGOs, and an opportunity exists for an intern to help with the reporting and analysis.

Candidates should demonstrate a keen interest and understanding of quantitative research as well as enthusiasm and knowledge of British politics as well as current affairs.

**Key Words (up to 12):** YouGov, Polling Data, Tracking, Analysis, Reports, Reputation, Banking

## **Essential and desirable skills that the student would need to have:**

**Essential:** Data analysis skills and experience with quantitative data  
Basic SPSS knowledge  
Knowledge of Microsoft Office  
Excellent written English

**Desirable:** Experience with multivariate analysis  
Advanced SPSS

**Preferred selection method:** Skype interview

## **Support and training offered by the organisation:**

The Reputation team has a number of ad hoc projects that it runs at any one time and we expect that the summer project placement would allow this individual to have exposure to these smaller projects as well, in order to gain experience in taking a live client project through a number of delivery stages which may include sample design, questionnaire design, fieldwork management, data checking and analysis, and final reporting.

## **Any issues of data confidentiality and/or IPR that would need to be resolved:**

The data files themselves and all analysis would remain the property of YouGov.

## **Supporting Information:**

It is hoped that the work will be of sufficiently high standard to be included in the final report.

**Financial assistance offered by the organisation:** N/A